

IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Original) A method of providing information related to activity of a user comprising:  
    sending a first view request to a first electronic site that is substantially controlled or owned by a first entity;  
    receiving a first view from the first electronic site, wherein the first view substantially corresponds to the first view request; and  
    sending first information related to the first view request to a second entity that is different from the first entity.
2. (Original) The method of claim 1, further comprising:  
    sending a second view request to a second electronic site that is substantially owned or controlled by a third entity;  
    receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and  
    not sending second information related to the second view request to anyone.
3. (Original) The method of claim 1, wherein the second entity is not an Internet service provider.
4. (Original) The system of claim 1, wherein the first information includes site information related to the first view request, an identifier related to a user, and temporal information related to the first view request.
5. (Original) The method of claim 1, wherein the acts of sending the first view request, receiving the first view, and sending the first information are performed by the user.
6. (Currently Amended) ~~The method of claim 5, further comprising~~ A method of providing information related to activity of a user comprising:

sending a first view request to a first electronic site that is substantially controlled or owned by a first entity;

receiving a first view from the first electronic site, wherein the first view substantially corresponds to the first view request; and

sending first information related to the first view request to a second entity that is different from the first entity, wherein the acts of sending the first view request, receiving the first view, and sending the first information are performed by the user;

sending a second view request to a second electronic site that is substantially controlled or owned by a third party entity that is different from the first entity and the second entity;

receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and

sending second information related to the second view request to the second entity, wherein the acts of sending the second view request, receiving the second view, and sending the second information are performed by the user.

7. (Original) The method of claim 6, wherein:

a first electronic access provider is used in routing the first view request, the first view and the first information;

a second electronic access provider is used in routing the second view request, the second view and the second information; and

a second electronic access provider is different from the first electronic access provider.

8. (Original) The method of claim 1, further comprising accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

9. (Original) A data processing system program product having a code embodied within a data processing system readable medium, the code including a set of instructions executable by a data processing system of the user to perform a method of providing information related to activity of a user; the method comprising:

sending a first view request to a first electronic site that is substantially owned or controlled by a first entity;

receiving a first view from the first electronic site, wherein the first view substantially corresponds to the first view request; and

sending first information related to the first view request to a second entity that is different from the first entity.

10. (Original) The data processing system program product of claim 9, wherein the method further comprises:

sending a second view request to a second electronic site that is substantially owned or controlled by a third entity;

receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and

not sending second information related to the second view request to anyone.

11. (Original) The data processing system program product of claim 9, wherein the second entity is not an Internet service provider.

12. (Original) The data processing system program product of claim 9, wherein the first information includes site information related to the first view request, an identifier related to a user, and temporal information related to the first view request.

13. (Original) The data processing system program product of claim 9, wherein the method further comprises accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

14. (Original) The data processing system program product of claim 9, wherein the data processing system program product is a plug-in for a browser program.

15. (Original) A data processing system program product having a code embodied within a data processing system readable medium, the code comprising a first set of instructions executable by a data processing system of a user to perform a first method of sending information related to a view request from the user for an electronic site, wherein the information is to be sent to an entity that is different from:

an entity that substantially controls or owns the electronic site; and

an Internet service provider of the user, if the user is to use the Internet service provider in accessing the electronic site.

16. (Original) The data processing system program product of claim 15, wherein the first set of instructions allow the user to select between a first mode of operation corresponding to sending the information and a second mode of operation corresponding to not sending the information to anyone.

17. (Original) The data processing system program product of claim 16, wherein the code comprises a second set of instructions executable by the data processing system to perform a second method capable of obtaining information at the electronic site, the second method comprising:

sending a first view request to a first electronic site; and  
receiving a first view from the first electronic site, wherein the first view that substantially corresponds to the first view request.

18. (Original) The data processing system program product of claim 17, wherein the second set of instructions are capable of being executed after the user selects the first mode of operation.

19. (Original) The data processing system program product of claim 17, wherein the second set of instructions are capable of being executed after the user selects the second mode of operation.

20. (Original) The data processing system program product of claim 15, wherein the code further comprises a second set of instructions executable by the data processing system to perform a second method, the second method comprising:

sending the view request to the electronic site;  
receiving a view from the electronic site, wherein the view substantially corresponds to the view request; and  
accessing at least some of the information.

21. (Original) The data processing system program product of claim 15, wherein the information includes site information related to the view request, an identifier related to the user, and temporal information related to the view request.

22. (Original) The data processing system program product of claim 15, wherein the data processing system program product is a plug-in for a browser program.

23. (New) A method of providing information related to activity of a user comprising:  
sending a first view request to a first electronic site that is substantially controlled or  
owned by a first entity;  
receiving a first view from the first electronic site, wherein the first view substantially  
corresponds to the first view request; and  
sending first information related to the first view request to a second entity that is  
different from the first entity;  
sending a second view request to a second electronic site that is substantially  
controlled or owned by a third entity that is different from the first entity and the second entity;  
receiving a second view from the second electronic site, wherein the second view  
substantially corresponds to the second view request; and  
sending second information related to the second view request to the second entity.

24. (New) The method of claim 23, wherein the second entity is not an Internet service provider.

25. (New) The system of claim 23, wherein the first information includes site information related to the first view request, an identifier related to a user, and temporal information related to the first view request.

26. (New) The method of claim 23, wherein the acts of sending the first view request, receiving the first view, and sending the first information are performed by the user.

27. (New) The method of claim 23, further comprising accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

28. (New) The method of claim 23, wherein sending the first view request and second view request, receiving the first view and second view, and sending the first information and second information are performed by the user.

29. (New) A data processing system program product having a code embodied within a data processing system readable medium, the code including a set of instructions executable by a data processing system of the user to perform a method of providing information related to activity of a user, the method comprising:

\_\_\_\_\_ sending a first view request to a first electronic site that is substantially controlled or owned by a first entity;

\_\_\_\_\_ receiving a first view from the first electronic site, wherein the first view substantially corresponds to the first view request; and

\_\_\_\_\_ sending first information related to the first view request to a second entity that is different from the first entity;

\_\_\_\_\_ sending a second view request to a second electronic site that is substantially controlled or owned by a third party entity that is different from the first entity and the second entity;

\_\_\_\_\_ receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and

\_\_\_\_\_ sending second information related to the second view request to the second entity.

30. (New) The data processing system program product of claim 29, wherein the second entity is not an Internet service provider.

31. (New) The data processing system program product of claim 29, wherein the first information includes site information related to the first view request, an identifier related to a user, and temporal information related to the first view request.

32. (New) The data processing system program product of claim 29, wherein the method further comprises accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

33. (New) The data processing system program product of claim 29, wherein the data processing system program product is a plug-in for a browser program.

34. (New) The data processing system program product of claim 29, wherein sending the first view request and second view request, receiving the first view and second view, and sending the first information and second information are performed by the user.

35. (New) A data processing system program product having a code embodied within a data processing system readable medium, the code comprising a set of instructions executable by a data processing system of a user for:

\_\_\_\_\_ sending first information related to a first view request for a first electronic site controlled by a first entity to a second entity;

\_\_\_\_\_ sending second information related to a second view request for a second electronic site controlled by a third entity to the second entity; and

\_\_\_\_\_ wherein the first, second and third entity are substantially different from one another.

36. (New) The data processing system program product of claim 35, wherein the code comprises instructions executable by the data processing system for:

\_\_\_\_\_ sending the first view request to the first electronic site;

\_\_\_\_\_ sending the second view request to the second electronic site;

\_\_\_\_\_ receiving a first view from the first electronic site, wherein the first view substantially corresponds to the first view request; and

\_\_\_\_\_ receiving a second view from the second electronic site; wherein the second view substantially corresponds to the second view request.

37. (New) The data processing system program product of claim 36, wherein the set of instructions allow the user to select between a first mode of operation corresponding to sending the first information and second information and a second mode of operation corresponding to not sending the first information and the second information to anyone.

38. (New) The data processing system program product of claim 37, wherein the instructions are executed after the user selects the first or second mode of operation.

39. (New) The data processing system program product of claim 36, wherein the first information and the second information includes site information related to the first view request, the second view request, an identifier related to the user, temporal information related to the first view request, or temporal information related to the second view request.

40. (New) The data processing system program product of claim 36, wherein the data processing system program product is a plug-in for a browser program.

41. (New) The data processing system program product of claim 36, wherein sending the first view request and second view request, receiving the first view and second view, and sending the first information and second information are performed by the user.